

# **QUARTERLY SIGNIFICANT PROGRAMS REPORT**

**KPIX-TV**

**San Francisco, CA**

**CBS Broadcasting Inc.**

**3<sup>rd</sup> Quarter, July 1, 1999 – September 30, 1999**

## **CHILDREN'S PROGRAMMING LIAISON**

**Lena Sullivan, KPIX's Public Affairs Director, is the  
Children's Programming Liaison for KPIX Television.**

**Any comments regarding KPIX Television's Children's  
Programming should be directed to Ms. Sullivan.**

**Ms. Lena Sullivan  
Public Affairs Director  
KPIX Television  
855 Battery Street  
San Francisco, CA 94111**

**415-765-8835**

# **QUARTERLY SIGNIFICANT PROGRAMS REPORT CHILDREN'S REPORT**

**KPIX-TV**

**San Francisco, CA**

**CBS Broadcasting Inc.**

**3rd Quarter, July 1, 1999 – September 30, 1999**

## **PUBLIC SERVICE ANNOUNCEMENTS**

**Broadcast Monday - Sunday 8AM-11PM**

**684 Total Public Service Announcements Broadcast The Third Quarter of 1999**

### **COMMUNITY EVENTS**

**San Francisco Performances  
Sand Hill Challenge  
San Jose Italian Festival  
Walk to Cure Diabetes  
Stride for Life  
Oakland Chinatown Festival  
Chinese Dragon Boat Racing  
Cable Car Bell Ringing  
Mariachi Concert  
Enmanji Obon Festival  
San Jose Discovery Museum**

**Mask Project/AIDS Awareness  
Nat'l Kidney Foundation Authors Luncheon  
Millbrae Art and Wine Festival  
Celebration of Aloha  
Oakland Italian Festival  
Sonoma Auction  
Celebrity High School Football Fundraiser  
Nihonmachi Streetfair  
The Relay Race  
The Techgizmo Auction  
Juvenile Diabetes Luncheon**

### **ENVIRONMENT/RECYCLING**

**Where Garbage Belongs  
The Garden Project  
Boy Scouts Recycle**

**Monterey Bay  
National Treasures  
Get Connected to NASA**

### **ANTI-SMOKING/DRUG PREVENTION**

**Davy & Glitch  
Show & Tell  
Rapping Smokey  
Second Hand Smoke  
Be Cool, Don't Smoke**

**Don't Do Drugs  
Bee-Ball  
Light Bulb  
Chuck D  
Too Smart To Start**

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## **PUBLIC SERVICE ANNOUNCEMENTS**

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### **EDUCATION**

**CSAA Commute Map**

**Oakland Zoo**

**History Museum**

**Mr. Rogers Exhibit**

**Tech Museum**

**Juvenile Diabetes Foundation**

**Stay In School**

**National Guard**

**San Jose Discovery Museum**

**Summer Reading**

**KKSF-AIDS Sampler**

**Oakland Dog Haus Museum**

**Other Cultures (Islamic Community)**

**Kidney Foundation**

**Bugs Exhibit**

**Robot Zoo**

**California 5 A Day (Fruit Servings)**

**Tech Challenge**

### **HEALTH**

**HIV/AIDS/African American Women**

**Breast Cancer Awareness**

**Parkinson's Disease**

**Veterans Stand Down 2000**

**Gofer Cakes**

**Frequent Numbers**

**Boys and Girls Club**

**Peer Educator/Safe Sex**

**Prostate Cancer Awareness**

**San Francisco Food Bank**

**Communication**

**Shaq's Secret**

**Special Olympics**

**Santa Clara Boy Scouts**

### **SAFETY**

**Earthquake Preparedness**

**Brain**

**Raiders Pedestrian Safety**

**NBA/Responsibility**

**Don't Talk to Strangers**

**Battered Women's Alternative**

**Stimulant**

**Crawl Low Under Smoke**

**Earthquake/Bed**

**Stop, Drop, Roll/Fire Safety**

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**San Francisco, CA**  
**CBS Broadcasting Inc.**  
**3rd Quarter, July 1, 1999 - September 30, 1999**

## **EDUCATION:**

7/11/99, 5 Reports on Sunday, 6:30 pm: **White Supremacists in Our Midst.** When Benjamin Smith went on a summertime rampage, shooting at blacks, Jews, and Asians near Chicago, investigators announced that he had ties to a Northern California white supremacy group known as the Church of the Creator. KPIX anchor Hank Plante met with Church members to ask them, directly, about their intentions to eliminate blacks, Jews, and Asians.

7/13/99, Eyewitness News, Five Reports, 11 pm: **Flavored Cigarettes for Kids.** They come in such flavors as French vanilla, smooth chocolate, and strawberries and cream. It's a new brand of cigarettes, called Bidis, and teens are hooked. Because Bidis release two to three times more tar and nicotine than regular cigarettes, doctors are calling them a dangerous new trend.

7/20/99, Eyewitness News, Five Reports, 6:30 pm: **Space Camp for Kids.** At the NASA Ames Space Camp in Mountain View, kids learn what it means to train for a space mission.

8/8/99, Bay Sunday, 6:30 am: **Black Tar Heroin.** Steve Okazaki introduces his new HBO documentary on kids in San Francisco and their addiction to Black Tar Heroin—what it is, what the problem is, what treatments are available. Repeat; OAD, 4/11/99.

8/15/99, Five Reports on Sunday, 6:30 pm: **Project Rebound.** A Bay Area programs prepares students for the transition from jail to university.

8/20/99, Eyewitness News, Five Reports, 11 pm: **Too Much Homework.** How much is too much? Some Bay Area schools have created parent-teacher committees to study the question, and homework centers to help see that it gets done.

9/12/99, Eyewitness News, Five Reports, 6:30 pm: **Hate Online.** When swastikas and other symbols of racism reach your child over the Internet, parents can fight back with special software programs specifically designed to block hate sites.

9/26/99, Bay Sunday, 6:30 am: **The Colorado School Shooting: Could It Happen Here?** City Supervisor Leland Yee and Dan Macallair of the SF Center of Juvenile and Criminal Justice discuss the Colorado school shooting, and what is being done to prevent something like it from happening in SF. Repeat, OAD 4/25/99.

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San Francisco, CA  
CBS Broadcasting Inc.  
3rd Quarter, July 1, 1999 – September 30, 1999**

## **HEALTH:**

7/4/99, 5 Reports on Sunday, 6:30 pm: Toxic Shock. New feminine products claim to protect women against toxic shock. Channel 5 News investigated the claims.

1/12/99, Eyewitness News, Five Reports, 11 pm: Washing Away Germs. We expect washing machines to get rid of dirt and germs. New research, however, finds that regular laundry detergent doesn't kill bacteria or viruses.

7/22/99, Eyewitness News, Five Reports, 6:30 pm: Emotional Support for Cancer Victims. Researchers at Stanford University say emotional support may treat more than attitudes...it may actually curb cancer growth.

8/3/99, Eyewitness News, Five Reports, 11 pm: Controlling Anger. The number of kids committing violent acts has increased at a disturbing rate in recent years. Stanford University's Anger Management Program helps violence-prone children re-channel their feelings.

8/4/99, Eyewitness News, Five Reports, 6:30 pm: Taking Charge of Your Health Care. Cancer patient Alice Hodge sets forth what she's learned from her own firsthand experiences in dealing with doctors, hospitals, and insurance companies.

8/11/99, Eyewitness News, Five Reports, 11 pm: Sjogren's Syndrome. A growing number of men and women are being diagnosed with a mysterious disease, believed to be an auto-immune disorder, that causes fatigue and extreme dryness of the eyes and mouth.

8/25/99, Eyewitness News, Five Reports, 6:30 pm: Multiple Chemical Sensitivity (MCS). It's said that we have introduced 80,000 chemicals into our modern lives, and that about a third of the general population has some sensitivity to chemicals in everyday doses. Untreated, MCS has been known to cause asthma, headaches, severe fatigue, and heart problems.

Honorary Committee

Eunice Azzani  
Chamber of Commerce

Eddie Whitehead  
KPST - TV 66

Mary Bitterman  
KQED

Phil Bronstein  
San Francisco Examiner

Bruce Brugman  
San Francisco Bay Guardian

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of Communications

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World Journal

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The Independent

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Field Research Inc.

Holger Ganz  
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Felix Gutierrez  
Freedom Forum

Jay Harris  
San Jose Mercury News

Scott G. Hauge  
Small Business Network

Charles Jackson  
Oakland Tribune

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Sing Tao Daily

Bill Lee  
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David Lee  
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UC-B School of Journalism

Erna Smith  
SF State Journalism Dept.

Don Solem  
Solem & Associates

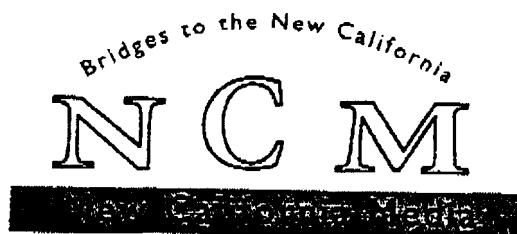
Sandra Thomas  
KDTV

Matthew Wilson  
San Francisco Chronicle

Lawrence Wilkinson  
Oxygen Media

Mona Lisa Yuchengco  
Filipinas Magazine

Partial Listing



A Collaboration Between California Ethnic Media  
and Pacific News Service

Feb. 27, 2000

Chairman William E. Kennard  
Federal Communications Commission  
445 12th Street, S.W., Room TW 13204  
Washington, DC 20554

Dear Chairman Kennard,

Pacific News Service and the New California Media urge the Federal Communications Commission to set clear guidelines for all local broadcasters to operate in the interests of all members of the public they are licensed to serve.

There are numerous examples of how local broadcasters give short shrift to the concerns of the multi-racial, multi-ethnic communities that now comprise the San Francisco Bay Area.

For much of 1999, local broadcasters reported on the case of the "China spy" (referring to the Los Alamos scientist Wen Ho Lee), long before he was formally charged with any wrong doing. They seemed oblivious to the fact that Chinese Americans saw both the accusations against Lee and the media coverage of his case as blatant examples of racial profiling. (In the words of one Chinese businessman from Silicon Valley, "You don't have to be pulled over to the side of the road to be a target of racial profiling.") Only after we convinced the PBS News Hour with Jim Lehrer to cover the deep anger over the Wen Ho Lee case in the Chinese community did mainstream as well as local broadcasters begin to access voices from the Chinese American community.

This year, with elections dominating the news, one looks in vain for daily coverage of ethnic voting trends by local broadcasters. When and if local stations explore the "ethnic angle" in depth, invariably it is because they have decided to produce a "special" -- as in KRON's award winning series on race in 1999. They have yet to acknowledge that focusing on the ethnic stories should

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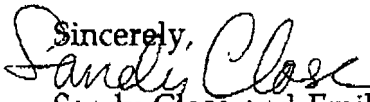

be "business as usual" rather than an "affirmative action concession" -- a footnote to the main event.

Candidates' debates broadcast over the network local affiliates are routinely conducted by representatives from mainstream TV and print media -- invariably people who are out of touch with the concerns of major communities of color. Yet the nightly news anchors of Spanish, Mandarin, Cantonese and Korean language television stations in the Bay Area command large audiences and are exactly the people who should be fielding questions to candidates.

Local broadcasters have extraordinary access to the booming dot.com economy of Silicon Valley, let alone San Francisco's multi-media south of market world. Rarely does their coverage portray this as anything but an all- white world, despite the fact that Chinese, Indians and Vietnamese are at the forefront of the boom.

Perhaps the recent growth of in-language ethnic media has convinced local broadcasters they no longer have to provide the "ethnic" angle to the news of the day. Too bad that they haven't realized that the ethnic broadcasters, like the ethnic press, represent a tremendous opportunity for collaboration. To access the headline stories and reporters of the Chinese language press, the Korean-language TV news broadcasts, the Spanish language radio, the black weeklies, for example, would help them turn local broadcast news into a more truly inclusionary public forum.

By failing to reflect the wealth of diverse cultures in the Bay Area, local TV broadcasters forfeit any claim to representing a true picture of who we are and who we are becoming as a metropolis. At a time when the "mainstream" no longer exists, local TV broadcasters -- both commercial AND public -- might best be described as the Bay Area's white ethnic TV media.

Sincerely,  
   
Sandy Close and Emil Guillermo  
New California Media  
Pacific News Service

Date: Fri, 17 Mar 2000  
Subject: Letter to Chairman Kennard

March 17, 2000

Dear Chairman Kennard:

Deaf Entertainment Foundation (DEF) is responding to the Notice of Inquiry on the public interest obligations of broadcasters.

We at DEF urge the FCC to set a date to establish clear guidelines, broadcasters in our community are sending digital signals and we have a right to know what their obligations are to serve our deaf and hard of hearing community.

We at DEF think local broadcasters should be required to do the following: employ a diverse workforce; put an hour a day of local public affairs programs on all of the channels they broadcast; put an hour a day of educational programs for children on all the channels they broadcast; provide datacasting services to non-profit and educational institutions in the local community; provide enhanced closed-captioning or video description services for persons with disabilities (especially emergency and non-emergency news broadcast); and ascertain the needs of all the segments of their community and air programs accordingly.

Broadcasters may claim to be addressing the need, which the above recommendation will fill. However, it has come to our attention that their claim to have addressed (diversity; service to persons with disabilities; public affairs programs addressing the needs; educational children's programs; etc) is far from true. We therefore express our disappointment and concern.

Closed-captioning is of vital importance to our deaf and hard of hearing community, as our children are in need of equal access to education and general information as provided to the public. Furthermore, the deaf and hard of hearing community need to know immediately when there is an emergency



of natural or any other type of disaster (such as earthquake, tornado or airplane crash, etc.) so they can prepare to save lives or spread public awareness. If a program is not captioned, i.e., emergency or non-emergency, via local or national broadcast, could be perceived as a form of discrimination against one segment of a society. If your local station aims to serve the public, it should aim to serve all of the public, not just parts. No minority or persons with disabilities should be overlooked when it comes to broadcasting an important message to them.

Much more can and should be done in the future. Again, we urge you to set clear guidelines as soon as possible. Thank you for this opportunity to participate in the Inquiry into the public interest obligations of broadcasters.

Sincerely,

Ken Elks  
Executive Director / CEO  
Deaf Entertainment Foundation and Guild

KE/dm

Cc: the Executive Board of Directors at DEF  
Cc: Ofelia Cuevas, People for Better TV



Helen Grieco, President California National Organization for Women  
926 J Street Suite 820  
Sacramento, CA 95814  
916 442 3414

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President  
Helen Grieco

LEGISLATIVE ADVOCATE  
ELIZABETH MCCOMBS

#### CALIFORNIA CHAPTERS

Alameda County — South  
Amador-Calaveras  
Cal Poly Pomona  
Cal Poly San Luis Obispo  
Contra Costa  
Fresno  
Lompoc Valley  
Long Beach  
Los Angeles  
Marin County  
Monterey Peninsula  
Oakland/East Bay  
Orange County  
Palme Springs  
Palo Alto-Mid Peninsula  
Palo Verde/South Bay  
Pasadena Area  
Sacramento  
San Diego County  
San Fernando Valley  
San Francisco  
San Gabriel Valley/Whittier  
San Joaquin  
San Jose/South Bay  
San Luis Obispo  
Santa Barbara  
Santa Cruz County  
Scripps College  
Shasta  
Simi-Corona  
Sonoma County  
Southwest Riverside  
Tri-Valley  
UC Davis  
Ventura-Oxnard  
Yolo County  
Yuba Sutter

(partial list)

February 28, 2000

Greetings Chairman Kennard,

NOW is responding to the Notice of Inquiry on the public interest obligations of broadcasters.

We urge the FCC to set a date to establish clear guidelines, broadcasters in my community are sending digital signals and I have a right to know what their obligations are to serve our community.

NOW thinks local broadcasters should be required to employ a diverse workforce. We are outraged at the possibility that the FCC would drop affirmative actions guidelines. We also think broadcasters should provide:

- at least an hour a day of public affairs programs, educational programs
- provide datacasting services to non-profits and educational institutions
- closed captioning and video description for the disabled
- do community outreach to find out what the programming needs are

Some broadcasters may claim to be addressing the needs that we just outlined however our station visits put this in question. Earlier this month I visited two stations, KTVU and KRON. While these stations provide a standard list of community issues, it is clear from the program reports that this list isn't worth the paper it's printed on. Not only are their lists so generic as to be unhelpful, it's clear that they don't change from quarter to quarter (unlike the challenges in our very diverse community). Both of these channels rely heavily on local news as a means of satisfying their obligation to provide for discussion of important issues. One look at the news makes it clear that as good as it may be in providing headlines, sound bites from mainly white males are not a valid substitute for discussion from a range of perspectives.

Here are the results from my two station visits.

KTVU FOX network in Oakland California

The personnel were very helpful. The files were very orderly and accessible. I was permitted to view the files alone.



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<http://www.canow.org>

President  
HELEN GARCIA

LEGISLATIVE ADVISORS  
ELIZABETH MCGOWAN

### CALIFORNIA CHAPTERS

Alameda County - Santa Clara  
Alameda-Calaveras  
Cal Poly Pomona  
Cal Poly San Luis Obispo  
Central Coast  
Fresno  
Lompoc Valley  
Long Beach  
Los Angeles  
Marin County  
Monterey Peninsula  
Oakland/East Bay  
Orange County  
Palen Springs  
Palo Alto-Mid Peninsula  
Palos Verdes/South Bay  
Pasadena Area  
Sacramento  
San Diego County  
San Fernando Valley  
San Francisco  
San Gabriel Valley/Whittier  
San Joaquin  
San Jose/South Bay  
San Luis Obispo  
Santa Barbara  
Santa Cruz County  
Scripps College  
Shasta  
Sierra-Contra  
Sonoma County  
Southwest Riverside  
Tri-Valley  
UC Davis  
Ventura-Oxnard  
Yolo County  
Yuba Sutter

(partial list)

In the files:

A copy of the EEO requirements. I did not see the annual employment records.

I did not see any files on citizen agreements.

I did see files on letters and email for complaints. For 1999 the complaints were about a PAC Ball caller id ad that used a character that was mentally retarded. After a special on anti-violence they ran an ad the said "kill my boss" which drew heavy criticism. There were complaints about ads for the Super Bowl. Complaints about a news show that reported on a gay underworld which viewer's thought was misleading and would result in gay bashing. The praise letters were about the stations contributions to community causes.

They have the following community programs. Not nearly enough to cover the communities needs. They use the news programs to meet the requirements.

American Black Forum  
Bay Area Back Roads  
Mornings on 2  
Family 2 Family

Children's Programming

They do an good job here.

They have children's programs Monday - Friday from 2-4 pm

Saturday from 6 M to noon

Sunday from 6 AM to 10 AM

I did not see the reports on advertising limits- that may be my error.

They have the political ad files and in order.

KRON NBC San Francisco

Javier Valencia who helped me do the site visit was very helpful. The files were in order. I was not permitted to be alone he had to stay to watch me throughout the visit. I had to fill out a request to view the files. This station did not agree to sign a new contract with NBC as the network was asking 10 million to carry syndicated programs. Javier told me that a few years back NBC paid the station 7 million to carry programs. The resolution to this conflict will be monitored by stations nation-wide.

In the files:

I did see the annual employee reports but no EEO requirements on file.

I did not see any files on citizen agreements.

The political ad files were in order.



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President  
HELEN GRIECO

LEGISLATIVE ADVISORY  
ELIZABETH MCCOY

#### CALIFORNIA CHAPTERS

Alameda County  
Amador-Gold  
Cal Poly Pomona  
Cal Poly San Luis Obispo  
Central Coast  
Fresno  
Lompoc Valley  
Long Beach  
Los Angeles  
Marin County  
Monterey Peninsula  
Oakland/East Bay  
Orange County  
Palmer Springs  
Palo Alto-Mt. Diablo  
Palos Verdes/South Bay  
Pasadena Area  
Sacramento  
San Diego County  
San Fernando Valley  
San Francisco  
San Gabriel Valley/Walton  
San Joaquin  
San Jose/South Bay  
San Luis Obispo  
Santa Barbara  
Santa Cruz County  
Scripps College  
Shasta  
Sierra-Conejo  
Sonoma County  
Southwest Riverside  
Tri-Valley  
UC Davis  
Ventura-Orland  
Yolo County  
Yuba Sutter

(partial list)

They make ONLY the minimal commitment to children's programming. 3 to 3.5 hours per week. No programs during the week. On weekend they do 7 AM to 8 AM 10 AM to 11AM and 3 to 4:30 PM. However, their one show First Cut is very good.

Their shows which are used to meet community issues again as with KTVU are mostly news shows:

Day Break—news

Mid Day—news

Bay Area Back Roads

They have THREE religious shows

In their FCC reports for all four quarters they list the same community coverage on issues. Arms Race, Civil Rights, Crime/ law enforcement, Disabled, Drugs/Alcohol abuse, Education, Elderly, Employment, economy, poverty, Environment, Government, Health, Housing, Homelessness, Religion, Transportation,

Complaints: Many complaints about showing violence in the news—too graphic. Many complaints about how difficult it was to get their signal along the coast. Complaints about the close captioned—not in sync and losing some translation. Complaints about sexual stereotyping in advertising. The news crews were not always professional—to casual when reporting serious issues. Complaints about reporters simplifying categories of race not being precise enough. Praise: A series they did on race in America. Many requests for copies. Praise from many non-profits for help from the station for the homeless community. Letters from police to thank the station for helping to bring in leads on cases involving kidnapping. Also for holding back information and not sensationalizing information.

All in all I was very disappointed that such a valuable resource—the publicly owned airwaves—are being so underutilized in our communities. Clearly we can and must do more to ensure the broadcasters are not just meeting these minimal requirements but are committed by law to truly give something back for the 70 billion dollar give away of digital spectrum!

We are very concerned about the violence, stereotyping, sexual exploitation and lack of social responsibility in our media. We urge you to raise the bar on broadcasting standards for our citizens, our children and our future.

Respectfully,

Helen Grieco